



*THE TRUSTED STATEWIDE VOICE OF HIGH SCHOOL FOOTBALL & GIRLS FLAG FOOTBALL IN FLORIDA SINCE 2010*

## WHY PARTNER WITH US?

FloridaHSFootball.com connects Florida communities through the power of high school sports – from Friday night lights to the stories that inspire, along with ever-growing coverage of girls flag football, the fastest-growing sport in the United States in the state that launched it all. With over a decade and a half of authority and reach, we deliver unmatched access to an engaged, loyal audience.

- 70K–100K monthly unique visitors
- 300K+ monthly page views
- Active and growing social media following on X, Facebook, Instagram, YouTube, Threads, and TikTok
- Core audience: Primarily parents (ages 35–54), players, coaches, athletic directors, school board members, booster club leadership, and engaged fans across Florida
- Top interests: Food, wellness, sports, education, and community-focused retail

Your brand appears where it matters most – in the moments that bring families and communities together.

## PARTNERSHIP BENEFITS

**Custom partnership packages can include:**

- Branded social media posts across Facebook, Instagram, X, Threads, and TikTok
- High-visibility banner placements across desktop and mobile
- 30-second ad spots or live reads on The Florida HS Football Show
- Title sponsorship of named editorial properties – including the Florida HS Football Scoreboard, Florida State Player of the Week, FPRI Game of the Week, and Field of the Week
- Editorial coverage of programs, facility upgrades, and Florida HS football events
- Category exclusivity available at premier partnership levels
- On-site presence at media days and major editorial events

## CURRENT & FUTURE PROJECTS

- **The Florida HS Football Show** – Multi-platform show covering Florida high school football and girls flag football across the website, YouTube, and podcasting platforms
- **Florida HS Football Scoreboard** – Florida's central destination for Friday night high school football, launching for the 2026 season with a new in-house system featuring statewide scores, classification and regional filtering, broadcast and streaming links, and stadium information
- **FLHSFBpedia** – Florida's High School Football Encyclopedia, with team pages for every Florida HS football program with current schedules, team histories + more
- **FPRI – The Florida Power Rankings Index** – Florida's newest proprietary high school football rating system
- **Expanded Video and Live Streaming** – Coverage of select Florida HS football media days and major events
- **Florida HS Football and Girls Flag Football Hall of Fame** (Future Project)

## MISSION-DRIVEN MARKETING

Your partnership helps expand opportunities for student-athletes, elevate community voices, and sustain high-quality local sports journalism.

## READY TO PARTNER?

Custom partnership packages are built around your brand's specific goals and the Florida HS football audience you want to reach. Contact me directly to discuss what makes sense for your organization.

Joshua Wilson | Founder, Owner & Publisher

✉ [Joshua.Wilson@floridahsfootball.com](mailto:Joshua.Wilson@floridahsfootball.com) | 📞 (904) 217-1153

✂️ (Twitter): @FlaHSFootball | Facebook, Instagram, Threads, TikTok & YouTube: @floridahsfootball